

Nebraska.gov

Brent Hoffman
General Manager
Cornhusker Business Plaza
301 S 13th St
Suite 301
Lincoln, NE 68508

Nebraska.gov is the official web site of the State of Nebraska. In the coming weeks Nebraska.gov will be implementing a web site using Responsive Design. Responsive Design allows a single web page to scale across multiple device platforms. The increased use of mobile technology has decreased the viewable size of the State's official web site. Smaller screens means every pixel counts in trying to provide users with as many electronic services as possible. NITC 4-201, 1, 1.1 Header Web branding standard requires the Brand graphic to be fifteen (15) pixels tall. This Branding is designed to provide the user with the confidence they are viewing an official Nebraska Government Web site.

Nebraska.gov is synonymous with the URL Nebraska.gov, and we understand Nebraska.gov has a responsibility to adhere to best practices by complying with the NITC standards. Because the current fixed pixel Branding Graphic was intended for larger screen sizes Nebraska.gov is requesting a waiver from the NITC 4-201 Web Branding Standard 1, 1.1 Header. This will apply to web displays less than 800 pixels in width for the following domains and sub domains; Nebraska.gov , NE.gov, designEgov.nebraska.gov and designEgov.ne.gov. This means the Branded Graphic header across the Nebraska.gov web page will only be viewable screen sizes 801 pixels or larger in order to target laptop and computer screens. All other screen sizes will not display this banner. This will allow citizens access to more electronic services using their phones/mobile devices. This preferred solution was reached in cooperation with the Nebraska State Web Masters group.

The user needs to be assured they are on an Official Government mobile web site. Nebraska.gov looks forward to continuing to work with the State Web Masters group to review web branding standards for mobile technologies.

Thank you for your consideration,

Brent